

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 EA-07 ISO-00 AGRE-00 CEA-01 CIAE-00
COME-00 DODE-00 FRB-03 H-01 INR-07 INT-05 L-03 LAB-04
NSAE-00 NSC-05 PA-01 AID-05 CIEP-01 SS-15 STR-04
ITC-01 TRSE-00 USIA-06 PRS-01 SP-02 OMB-01 FEA-01
/094 W

-----070838Z 100784 /17

R 070753Z JAN 77

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 4574

INFO USMISSION EC BRUSSELS

USMISSION OECD PARIS

LIMITED OFFICIAL USE TOKYO 0225

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: PRESS HANDLING OF ZENITH CASE DECISION

1. SUMMARY. EMBASSY SUGGESTS EARLY BACKGROUND BRIEFING
OF JAPANESE PRESS TO HEAD OF INACCURATE, TENDENTIOUS
REPORTING OF EXPECTED ZENITH TV CASE DECISION IN CUSTOMS
COURT. END SUMMARY.

2. RESPONSIBLE CIRCLES IN FOREIGN MINISTRY AND MITI ARE
EXPRESSING CONCERN ABOUT INITIAL PRESS COVERAGE OF EXPECTED
CUSTOMS COURT DECISION IN ZENITH CASE. THEY POINT OUT
JAPAN IS WATCHING EAGERLY FOR INDICATIONS ON ANY NEW
DIRECTION IN U.S. TRADE POLICY AND THAT COURT DECISION
WILL, REGARDLESS OF THE FACTS, BE READ AS NEW DEPARTURE
IN U.S. POLICY.

3. EMBASSY NOT WELL INFORMED AS TO LIKELY TIME OF
DECISION BUT SUGGESTS THAT EXECUTIVE BRANCH AGENCIES
SHOULD EXERT MAXIMUM EFFORT IN ADVANCE OF DECISION TO
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MAKE CERTAIN PRESS, AND ESPECIALLY THE JAPANESE PRESS,
IS WELL INFORMED, WE WOULD HOPE IN ADVANCE, AS TO
BACKGROUND AND IMPLICATIONS OF DECISION. WE SUGGEST
PROMPT PREPARATION OF BACKGROUND INFORMATION AND
BRIEFING OF JAPANESE PRESS CORPS PRIOR TO DECISION.
ANY MATERIAL THAT CAN BE FURNISHED FOR OUR USE HERE IN
PRECONDITIONING INITIAL RESPONSE OF MITI, FOREIGN

MINISTRY, JAPANESE TV INDUSTRY, AND OTHER INDUSTRIES
THAT MAY SEE THEMSELVES AFFECTED IN FUTURE WOULD HAVE
HIGH PAYOFF VALUE AT THIS TIME.

4. OBVIOUSLY MOST EFFECTIVE MATERIAL WOULD CONTAIN
INDICATION OF HOW EXECUTIVE BRANCH INTENDS TO OPPOSE THIS
COURT DECISION. RECOGNIZING DIFFICULTIES OF
MAKING SUCH A STATEMENT AT THIS TIME, WE SUGGEST
RANGE OF ALTERNATIVES BE OUTLINED. MATERIAL SHOULD ALSO
INCLUDE SIMPLIFIED EXPLANATION OF RELATIONSHIP BETWEEN
U.S. EXECUTIVE AND JUDICIAL BRANCHES AS WELL AS POSSIBLE
TIME SCHEDULES OF APPEALS PROCESS. IT WOULD ALSO BE
USEFUL TO HAVE SOME ESTIMATES OF LIKELY COSTS AS WELL
AS SIMPLIFIED EXPLANATION OF PROCEDURE FOR POSTING BONDS.

5. EMBASSY BELIEVES THIS IS A CASE IN WHICH A BIT OF
FORESIGHTED BACKGROUND OF THE PRESS WOULD HAVE SIGNIFICANT
EFFECT ON GENERAL PATTERN OF U.S.-JAPAN RELATIONS.
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Message Attributes

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Control Number: n/a
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